

## HHW Event Timeline for Local Coordinators

Check items off as you complete them.

### As soon as possible

- Schedule the Event by contacting the Division of Solid Waste Management HHW Coordinator at (615) 532-9265.
- Ask newspapers to run Press Release One in the [Advertising and Public Education Guide for Household Hazardous Waste in Tennessee](#).
- Reserve the event site and appropriate trash receptacles and recycling containers.
- Find an outlet for diverting lead acid batteries and empty propane gas cylinders.

### Four weeks before the Event

- Ask newspapers to run Press Release Two.
- Check with local organizations or school groups to recruit volunteers (possibly for hanging signs, passing out flyers, directing traffic, helping with surveys, and assisting the HHW Contractor on the day of the event).
- Submit your completed Pre-Event Checklist and any advertisements to the HHW Coordinator for approval. FAX (615) 532-0886

### Three weeks before the Event

- Ask newspapers to run Press Release Three.
- If the newspapers will only run one article before the collection event or none at all, try to get something run in the "news in brief" section. PSA Two can be used as a model. Run this PSA in every edition prior to the collection event.
- Buy space and submit an ad now. You will need to run an ad for the event the week before the collection event and the week of the event. (See [Policy Guide](#).) A copy of the ad should be submitted to the Division of Solid Waste Management for approval before the collection event.

### Two weeks before

- Ask newspapers to run Press Release Four the week of the HHW Collection.
- Utilize volunteers to hang signs or pass out flyers at convenience centers or recycling centers.
- Contact radio stations in the county. If you are planning to buy time, do so now. If not, see if you can get PSA Two run on a community events calendar until the HHW Collection.
- If you are going to utilize a cable station or sign, make plans to do it now.
- If you are going to run an announcement in church bulletins, contact churches now.

### **One week before**

- If you are going to use volunteers, contact them now. Remind them about the HHW Collection. Explain their duties, time of arrival, and location of the event.
- Ask newspapers, radio stations, or television stations to attend the HHW Collection. Perhaps they can take pictures or provide a live broadcast to show the success of the event.
- An effective last minute reminder is to have the newspaper run a photograph on the eve or morning of the event showing a family posing with some examples of HHW or cleaning out their garage. The caption will explain that they are preparing for the upcoming collection event.

### **Day of the event**

- Arrive at the event early enough to allow the contractor to set up.
- All local staff and volunteers should attend the Health and Safety Meeting conducted by the HHW Contactor thirty minutes before the event begins.

### **After the event**

- Ask newspapers to run Press Release Five or a similar follow-up article.
- Start planning for next year's event and continue year round education about HHW.

---

---

### **Resources**

#### **TDEC Household Hazardous Waste Program**

[www.tdec.net/swm/hhw/coordinator.shtml](http://www.tdec.net/swm/hhw/coordinator.shtml)

#### **TDEC School Chemical Cleanout Campaign (SC3) Program**

<http://state.tn.us/environment/sc3/>

Paula Mitchell, HHW Coordinator

Office: 615-532-9265

FAX: 615-532-0886

Mobile: 615-587-5831

[Paula.Mitchell@state.tn.us](mailto:Paula.Mitchell@state.tn.us)